



MAIL STOP RCE

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Gilad Odinak and  
Kam-Cheong Anthony Tsai

Attorney Docket No. INTL-1-1016

Serial No.: 09/884,854

Group Art Unit: 3625

Filing Date: June 18, 2001

Examiner: Yogesh C. Garg

Title: SYSTEM AND METHOD TO ASSOCIATE BROADCAST RADIO  
CONTENT WITH A TRANSACTION VIA AN INTERNET SERVER

**REQUEST FOR CONTINUED EXAMINATION**

TO THE COMMISSIONER OF PATENTS:

The following amendment and response addresses the Office Action mailed  
January 5, 2004.

**RECEIVED**  
JUN 10 2004  
**GROUP 300**

06/08/2004 DEMMANU1 00000019 09884854

03 FC:2201	43.00 OP
04 FC:2202	90.00 OP

**25315**  
CUSTOMER NUMBER

-1-

INTL-1-1016ROA02

**BLACK LOWE & GRAHAM<sup>PLLC</sup>**

701 Fifth Avenue, Suite 4800  
Seattle, Washington 98104  
206.381.3300 • F: 206.381.3301